

TRAVEL MONTANA CONSUMER WEBSITES EVALUATION STUDIES

VISITMT.COM & WINTERMT.COM

Conducted by 





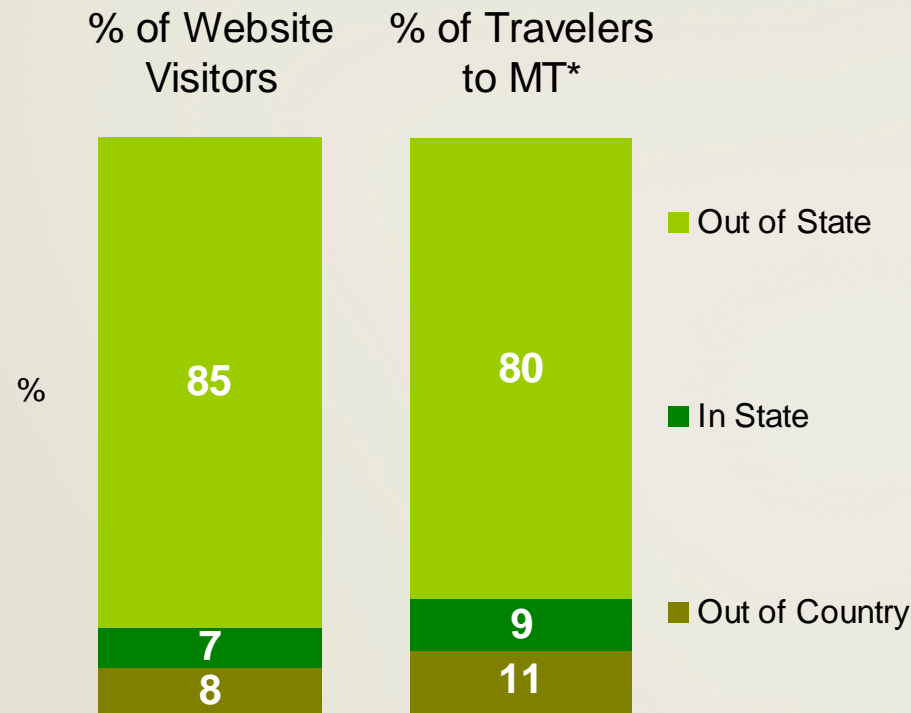
VISITMT.COM

- Website Intercept Study (May-July 2007)
1,208 respondents
- Website Traffic Analysis
- Conversion Study (November 2007)



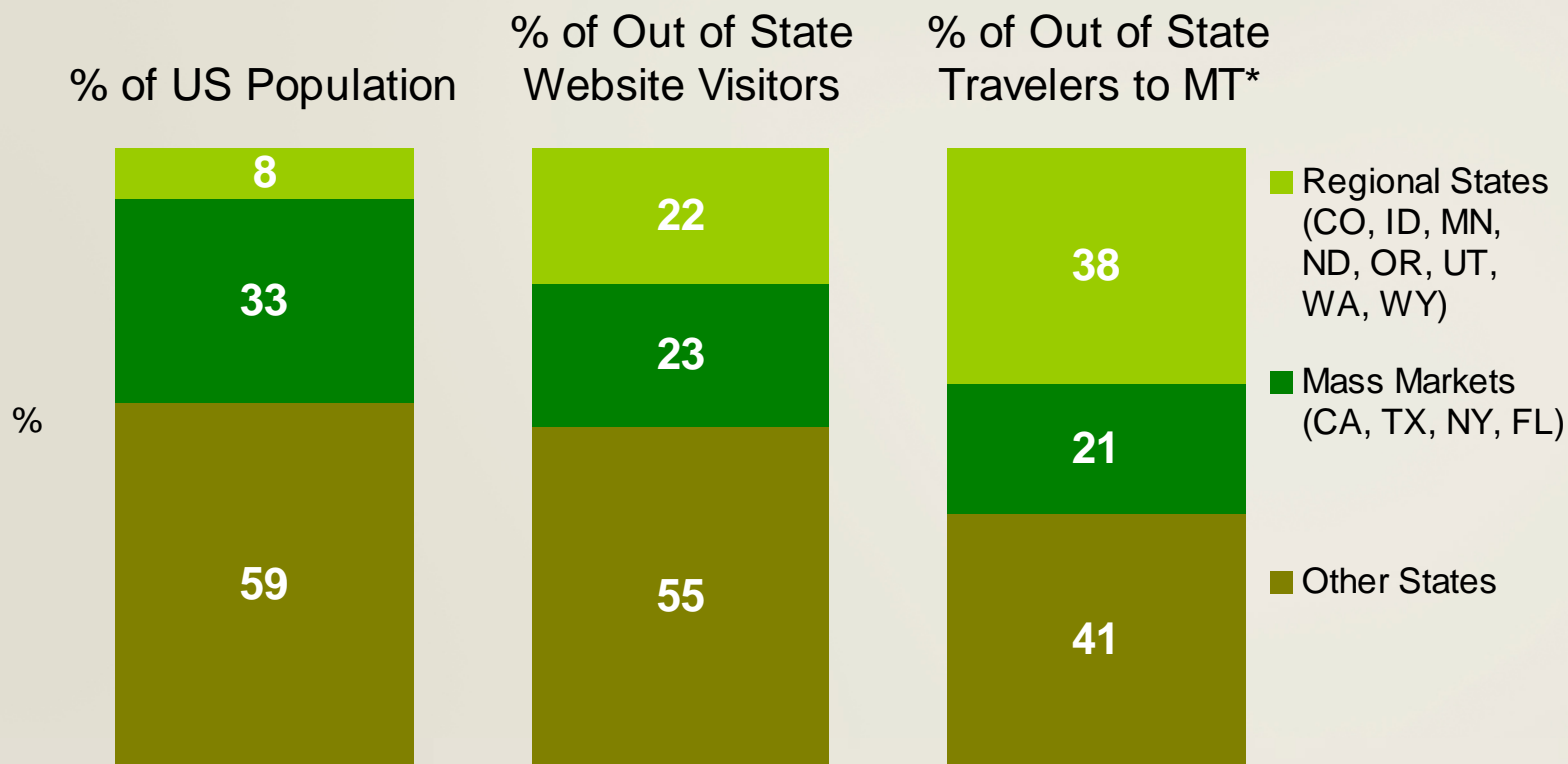
DEMOGRAPHIC PROFILE

85% of visitmt.com users are from out of state



REGIONAL STATES CONVERT THE BEST

CO, ID, MN, ND, OR, UT, WA (#1), WY





ADDITONAL DEMOGRAPHICS

- 68% of users & visitors are baby boomers.
- 43% of visitors to the state earn 75-119K annual household income and are employed full time.
- 71% have a college degree.
- Women have a largest share of Web site visits 56%.
- 77% of all Website visitors are married with no children at home.





TRAVEL PROFILE

- 93% of out-of-state travelers to MT took an out of state trip in the last year. Most take 1-3 trips. Most spend 1-2K.
- 75% of travelers drive a personal vehicle.
- 81% travel with family.





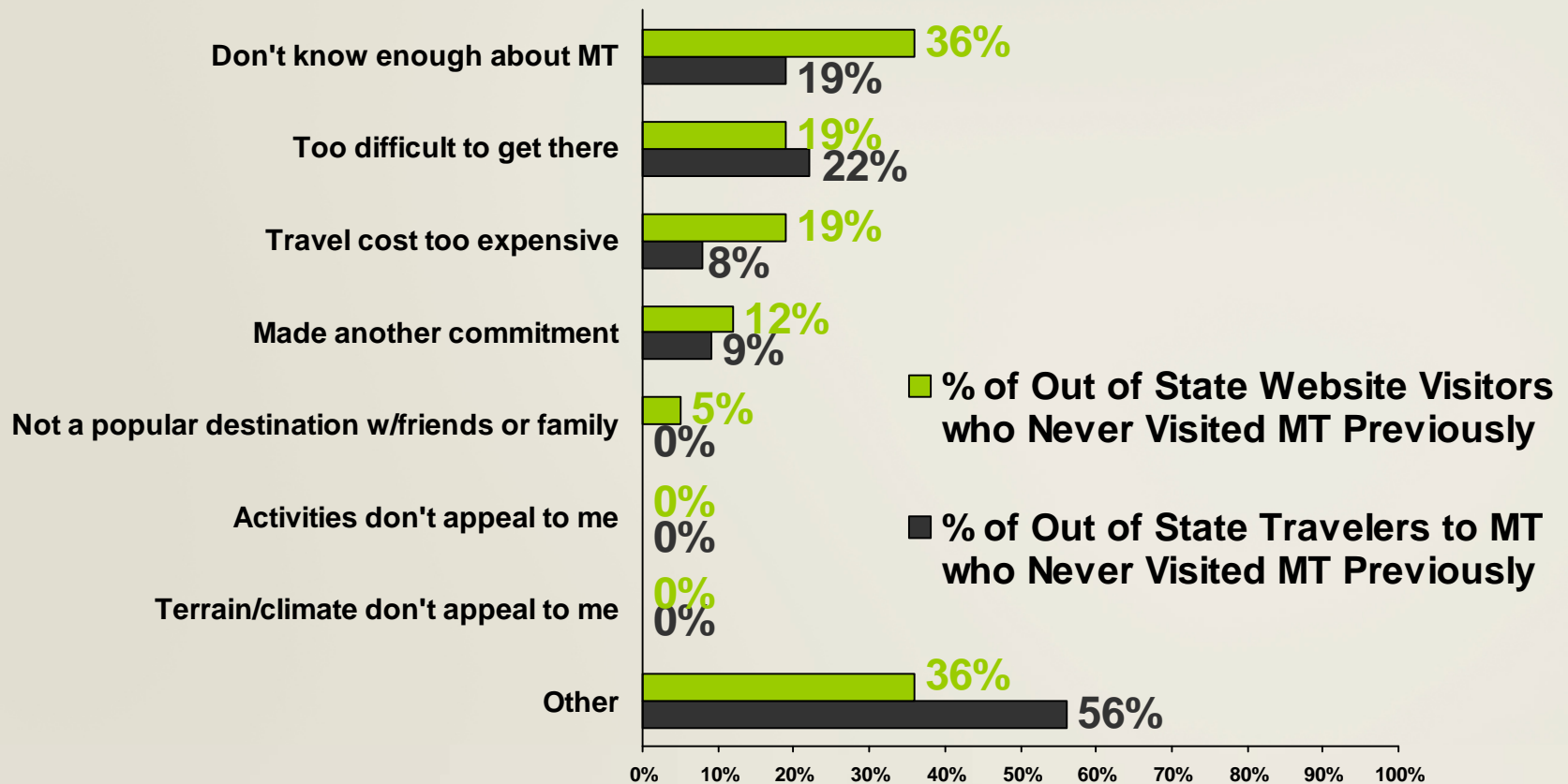
PAST VACATION BEHAVIOR

- Majority of Web site visitors have never vacationed in Montana.
- The large majority of repeat users had visited Montana.



PAST VACATION BEHAVIOR

Why haven't users visited Montana?





PAST VACATION BEHAVIOR

- 69% of Out of State Travelers come in the summer. (July & August)
- Over half of Website Visitors* and 70% of Travelers to MT had previously vacationed more than 3 nights in MT

*users who visited Montana previously





TRAVEL INTENT AMONG WEB SITE VISITORS

Over twice as many website visitors are interested in visiting MT than other nearby states- 39%. 54% out of state users later reported visiting Montana.





TRAVEL INTENT AMONG WEB SITE VISITORS

Primary or highly desirable activities/attractions:
National Parks, sight seeing, natural landmarks
and features, historic sites and ghost towns,
wildlife, day hikes and Indian Nations.

Low priorities: Weddings, casinos, golf, motor
boating, and offroading.







MONTANA'S IMAGE

Vast majority of website visitors agree that
Montana fits the following statements:



+ significant difference exists at 95% confidence	Total Travelers to MT*	Total Website Visitors	Repeat Site Visitor
Has beautiful scenery	97%	97 %	98 %
Is for people with a sense of adventure	92	95	93
Offers a friendly, small town charm	98	94	96



+ significant difference exists at 95% confidence	Total Travelers to MT*	Total Website Visitors	Repeat Site Visitor
Offers an authentic Western experience	94%	93%	95%
Is a place about which you have heard positive things	97	93	96
Is family oriented	93	92	95
Offers a wide variety of activities	90	89	92



+ significant difference exists at 95% confidence	Total Travelers to MT*	Total Website Visitors	Repeat Site Visitor
Is a good value for the money	86%	80%	87+%
Offers easy travel to your areas of interest, once you are in the state	80	77	82+
Is an easy place to travel to	64	62	68





WEBSITE USAGE

- 54% Web site users use search engines to find visitmt.com.
- Repeat site usage is nearly double among travelers to MT.
- 91% of Travelers to MT were planning a visit to the state when they responded to the ‘intercept study’ on visitmt.com.





WEBSITE EFFECTIVENESS

The percent of visitors “extremely likely” to visit MT increased 9% after having used the site

- First time visitors entering the site- 29%.
- First time visitors exiting the site- 38%.





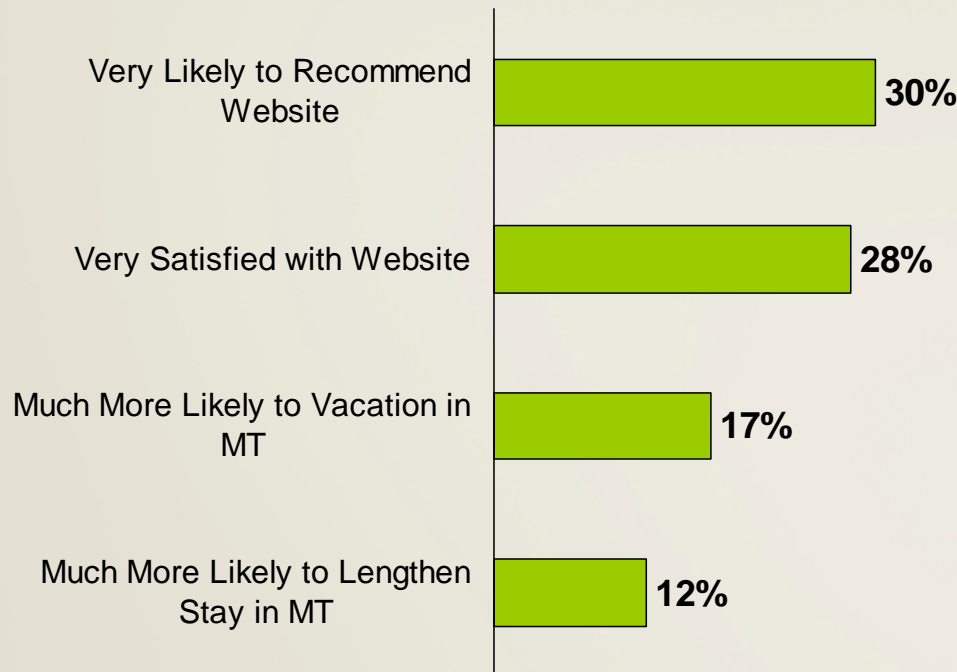
WEBSITE EFFECTIVENESS

- The website influenced more people to generally consider participating in or visiting State parks, historic sites and museums and dinosaurs and hot springs.
- Repeat website users are more likely to visit Montana. Repeat 55% First time- 34%.



WEBSITE EFFECTIVENESS

Website is impacting a sizeable number to travel to MT



Only 2% were 'not at all satisfied' with the website





WEBSITE EFFECTIVENESS

85% learned something new about Montana.

and

82% found what they were looking for.





SUGGESTIONS FROM VISITORS

- More information on specific activities, including town specific activities.
- More information on lodging and prices.
- More powerful maps.
- More pictures.





WEBSITE TRAFFIC ANALYSIS

- Traffic peaks in May-June.
- Very slight variation by days of week-average about 14% per day.
- Highest traffic 9am to 9pm.
- Average visits per day 16K. Average time spent on site 5:56.





CONVERSION

- Conversion rate 57%.
- In the initial intercept survey, over twice as many website visitors were interested in visiting MT than other nearby states.

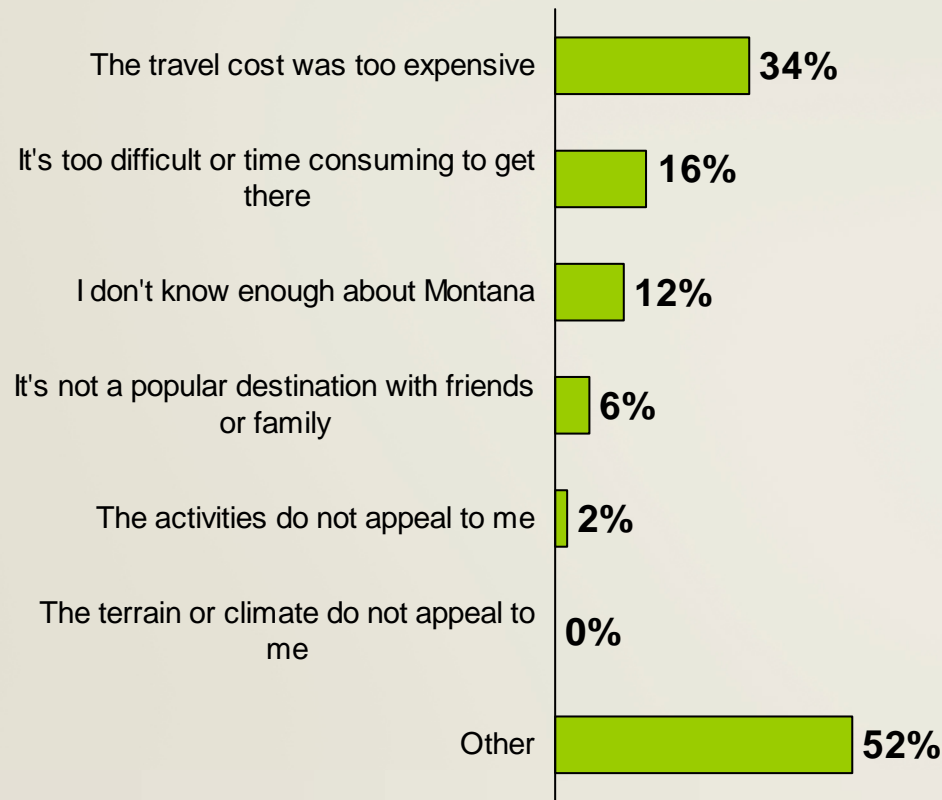
and

- Over twice as many actually visited MT than other nearby states
- Of those who traveled but not to Montana no one said Montana did not appeal to them.



CONVERSION

Nearly no one said MT's activities/environment are not appealing.





CONVERSION

- Out of state travelers spent about a week in Montana and took one trip to the state.
- Wildlife watching & shopping were more popular than anticipated. Nearly a third visited family or friends. Cowboy culture and golf had lower than anticipated interest.





CONVERSION

- 61% visited Glacier Country, 31% visited Russell Country, 10% visited Missouri River Country, 51% visited Gold West Country, 66% visited Yellowstone Country, 32% visited Custer Country.
- Website visitors spent nearly \$2,500 over 6 days in MT.
- Website facilitated nearly \$785 million of MT tourism \$ from website visitors during the study period May–July 2007.





RECOMMENDATIONS:

- Improve MSN organic search referrals & invest in paid search to drive traffic
- Provide more information on specific activities, including town specific activities
- More pictures and video





WINTERMT.COM/ SKIMT.COM

- Website Intercept Study (Oct-Nov 2006)
527 respondents
- Conversion Study (Apr. 2007)
156 respondents

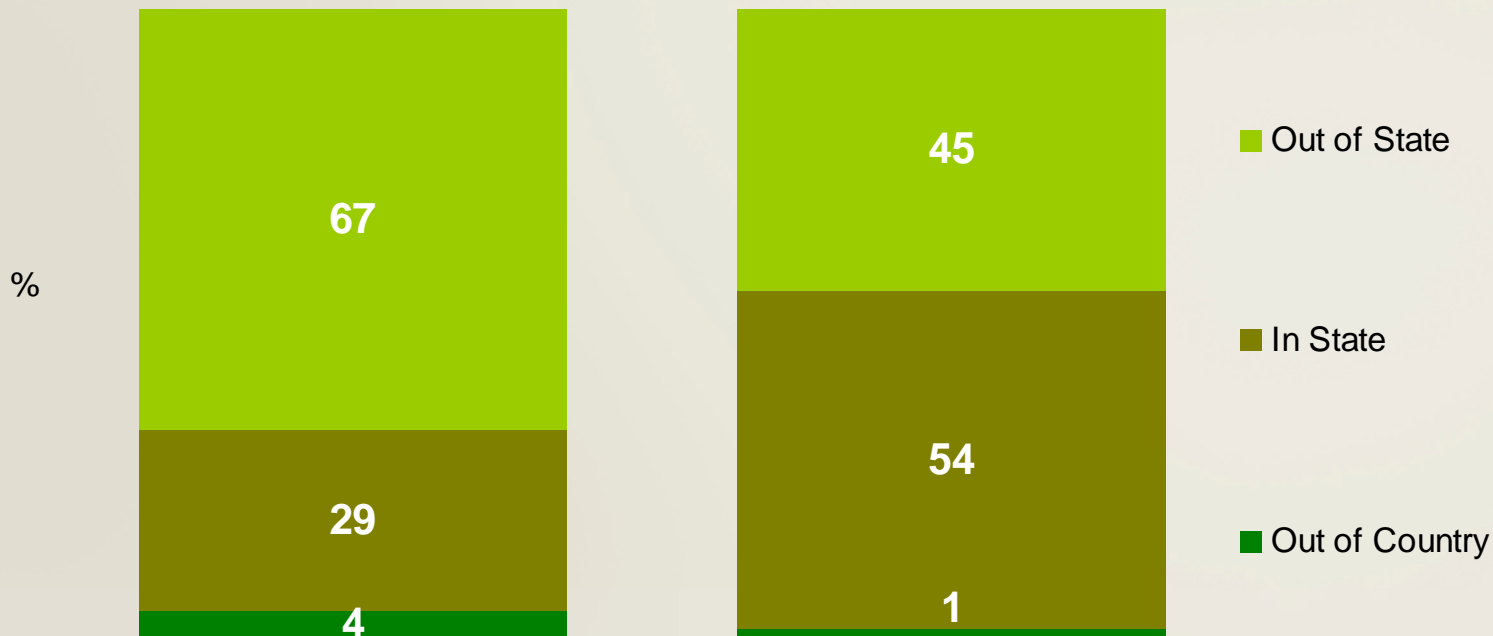


DEMOGRAPHIC PROFILE

Majority of website visitors are from Out of State, however, Majority of website visitors that took a leisure trip in MT are local

% of Website Visitors

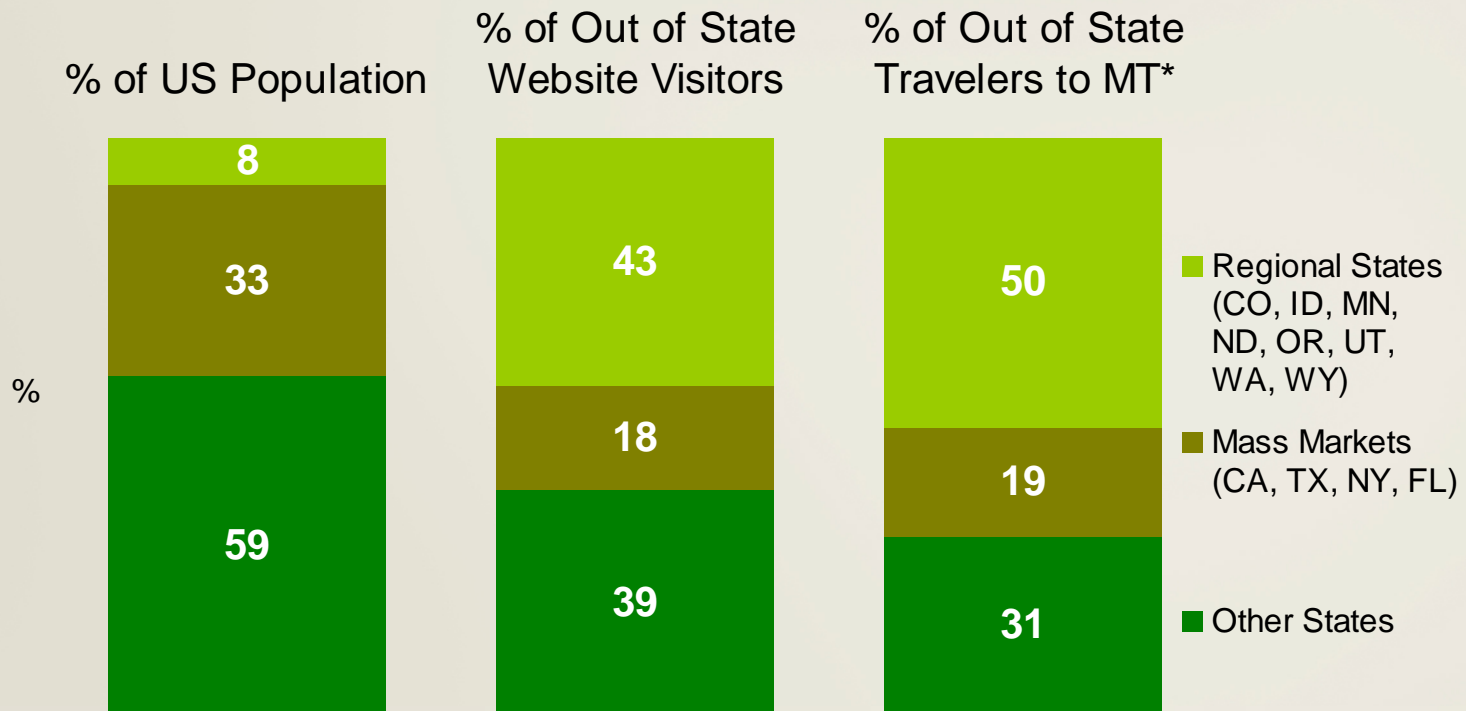
% of Travelers to MT*



DEMOGRAPHIC PROFILE

Regional states are a key segment

Washington state is the #1 source of website visitors



DEMOGRAPHIC PROFILE

- 45-55 is the largest age segment to use the site at 38% (the next largest groups is 35-44 at 23%)
- \$75,000 plus group is a key website user group (a little over 50% of users and travelers to the state)
- Out of state website visitors say they typically spend more money, spending \$2,125 on average.
- Men have a very large share of website visits (58% in state, 65% out of state)





WEBSITE USAGE

- 52% of users found the site by using a Search Engine. 48% all other methods
- 42% of out of state travelers were repeat site users.
- Website facilitated 85% of out of state travelers' researching & planning...& helped 9% of of users to convert to travelers.



PAST VACATION BEHAVIOR

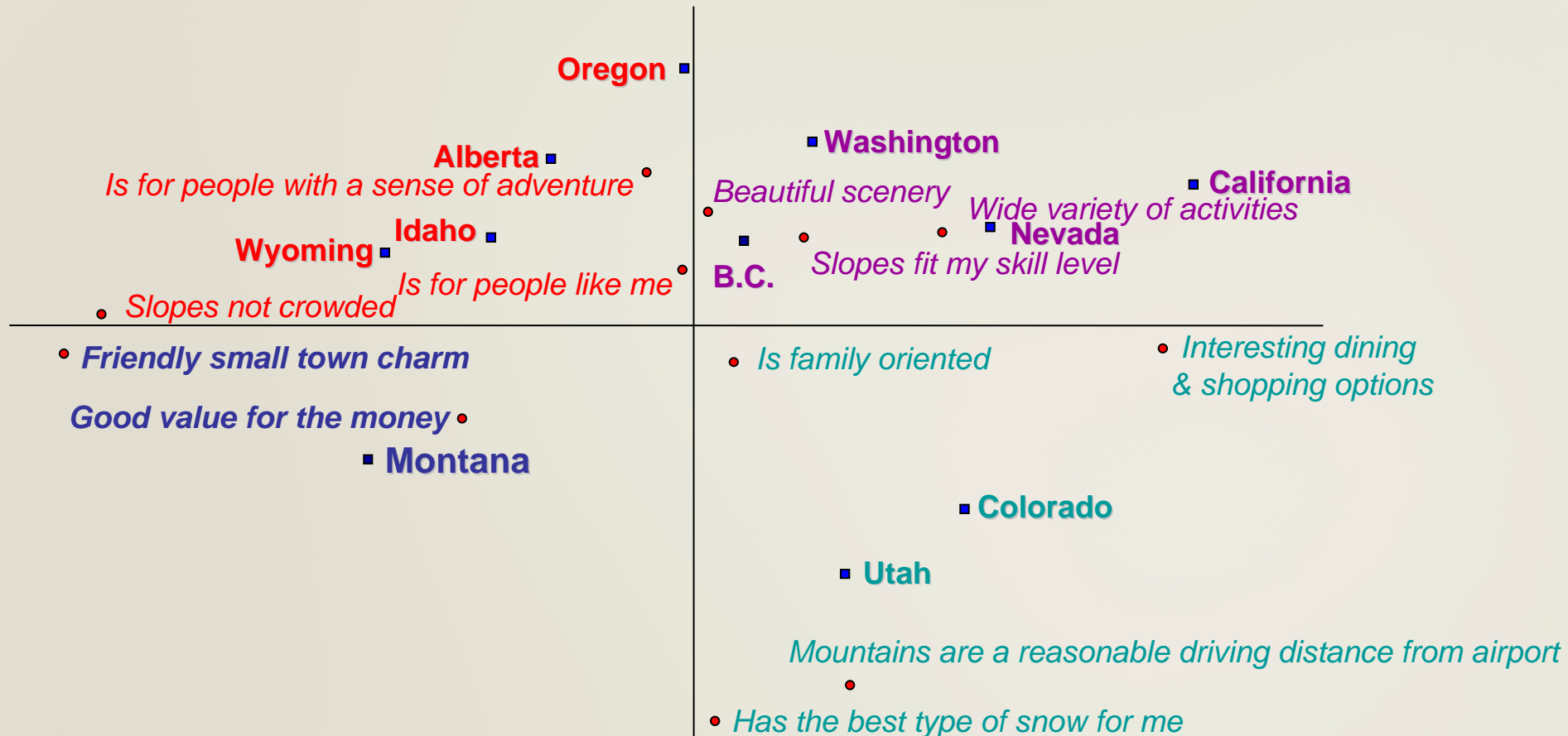
Why haven't users visited Montana?

% of Out of State Website Visitors



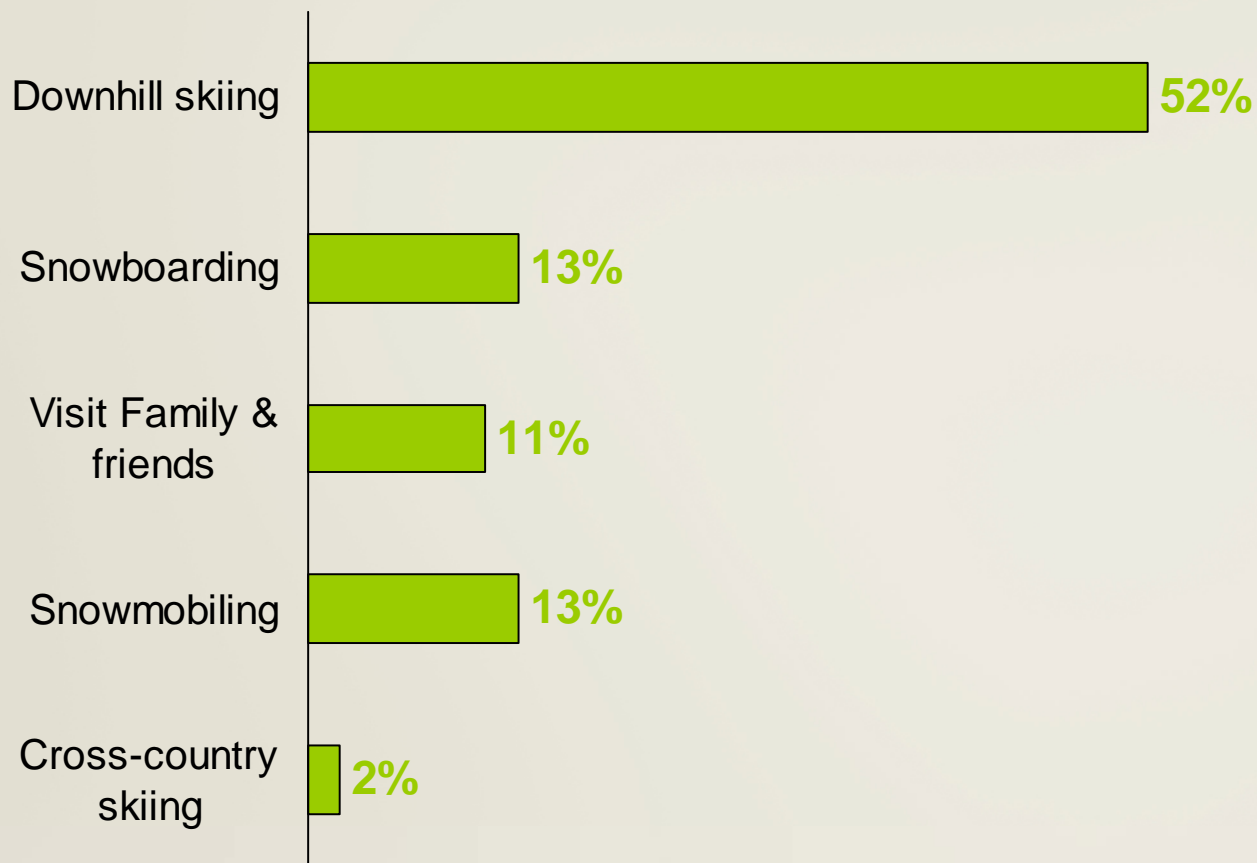
MONTANA'S IMAGE

of Out of State Website Visitors



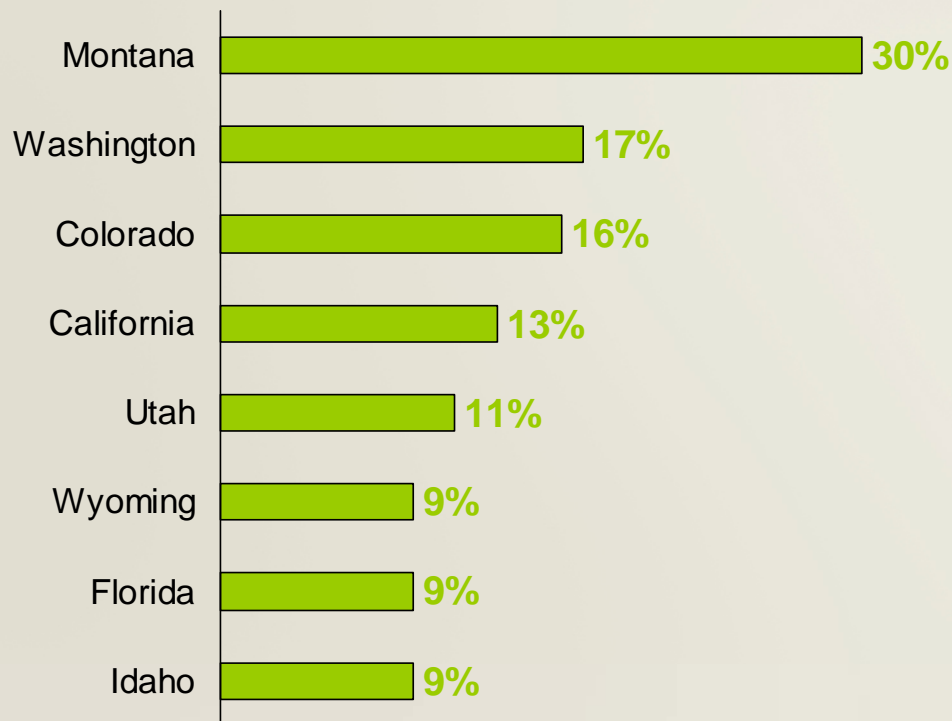
TRAVEL INTENT

% of Out of State website visitors



TRAVEL INTENT

Nearly twice as many website users are interested in visiting MT than other states...& they followed through



31%

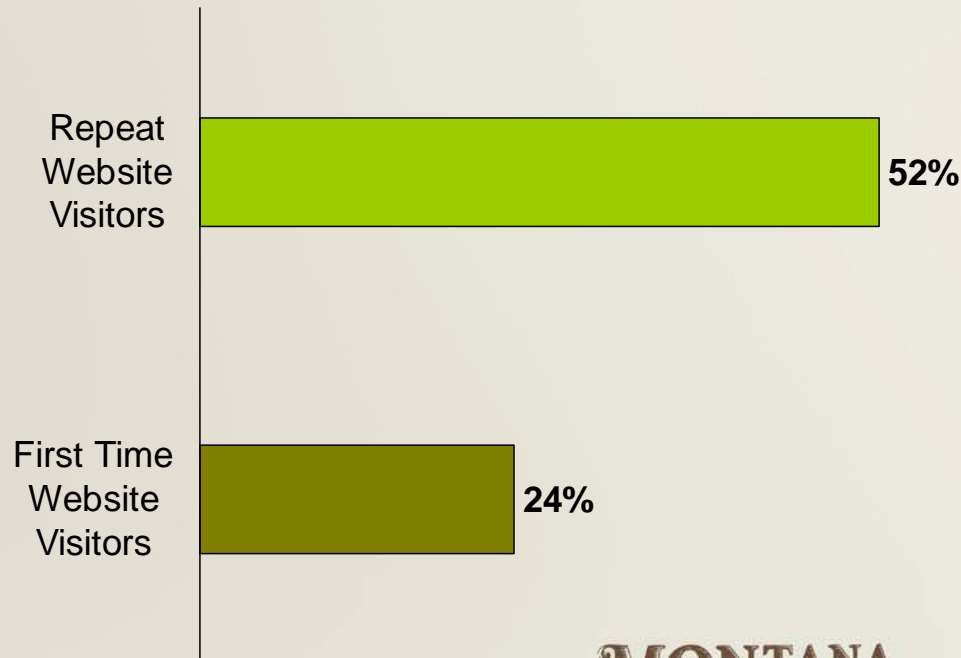
of Out of State website visitors
later reported visiting Montana in
the follow-up conversion survey



WEBSITE EFFECTIVENESS

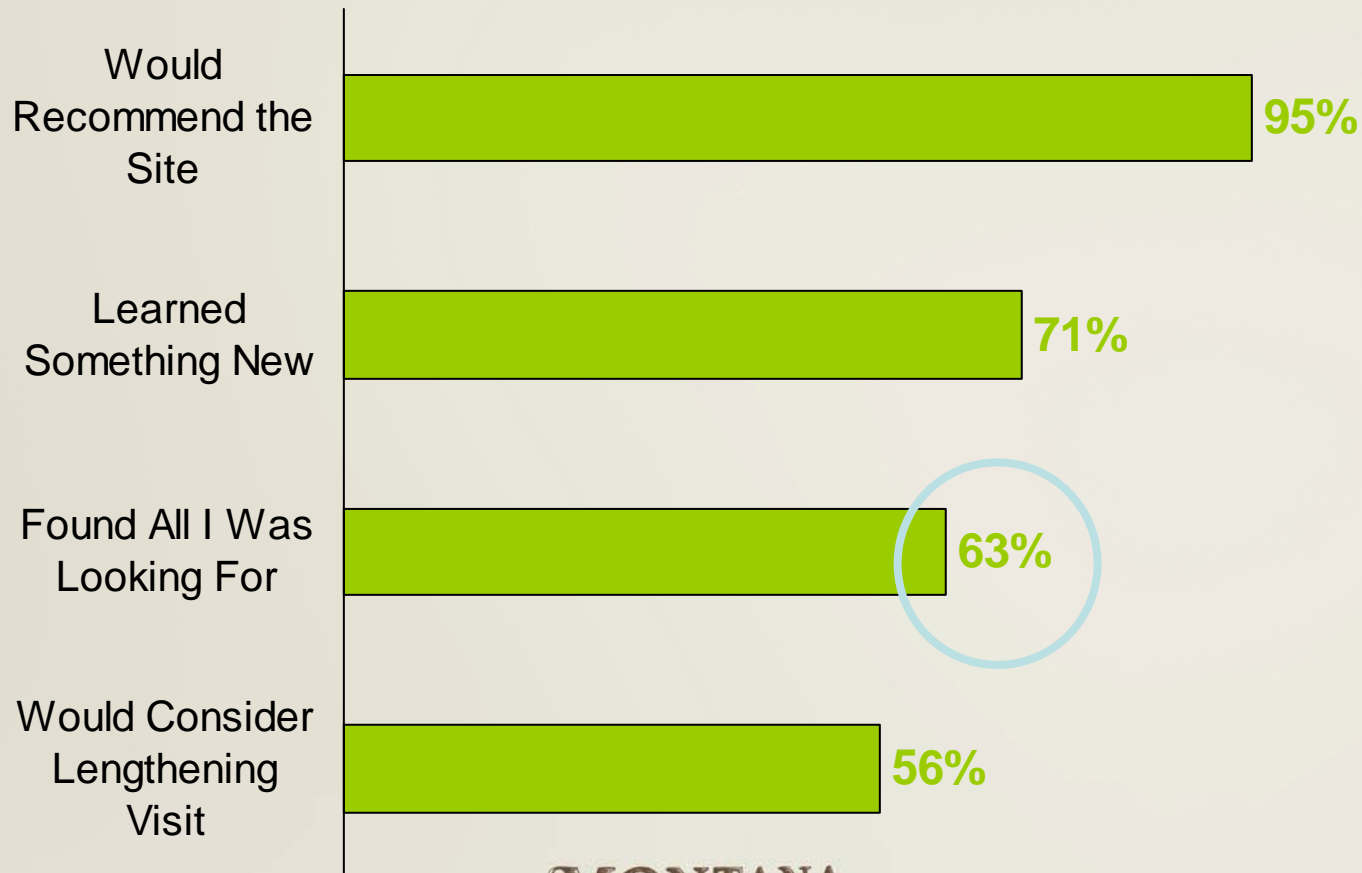
Repeat site visits significantly impact Out of State visitors

% Extremely Likely to Visit MT (Out of State website visitors)



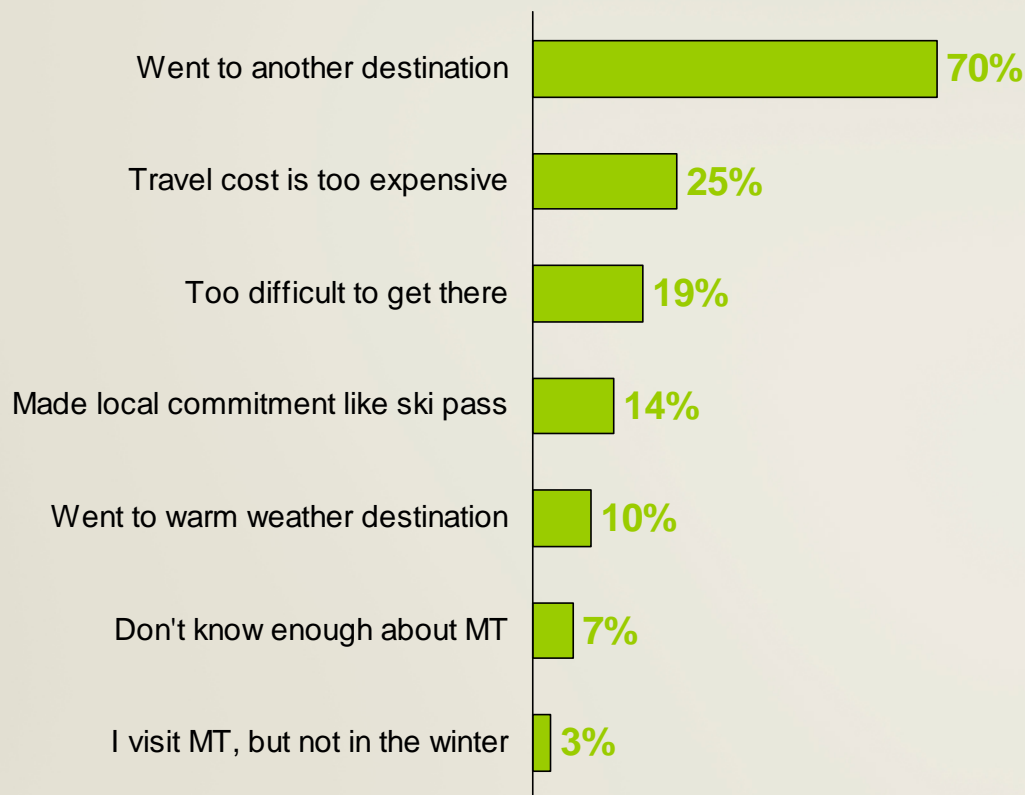
WEBSITE EFFECTIVENESS

% of Out of State website visitors



CONVERSION RESULTS

Competition was the main reason for not visiting MT.





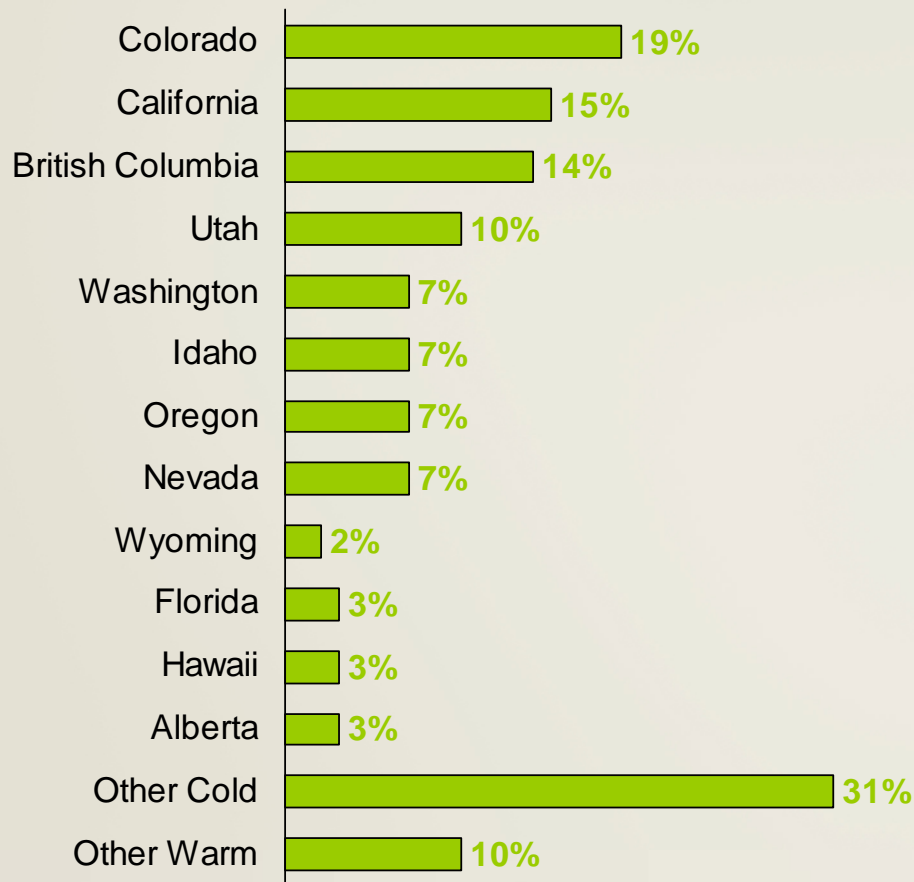
SUGGESTIONS FROM VISITORS

- More prominent placement of “Plan Your Winter Trip” and more links to lodging, activities and price ranges.
- “A forum to read about other’s experiences”
- More pictures and video “More web-cams of actual ski areas”



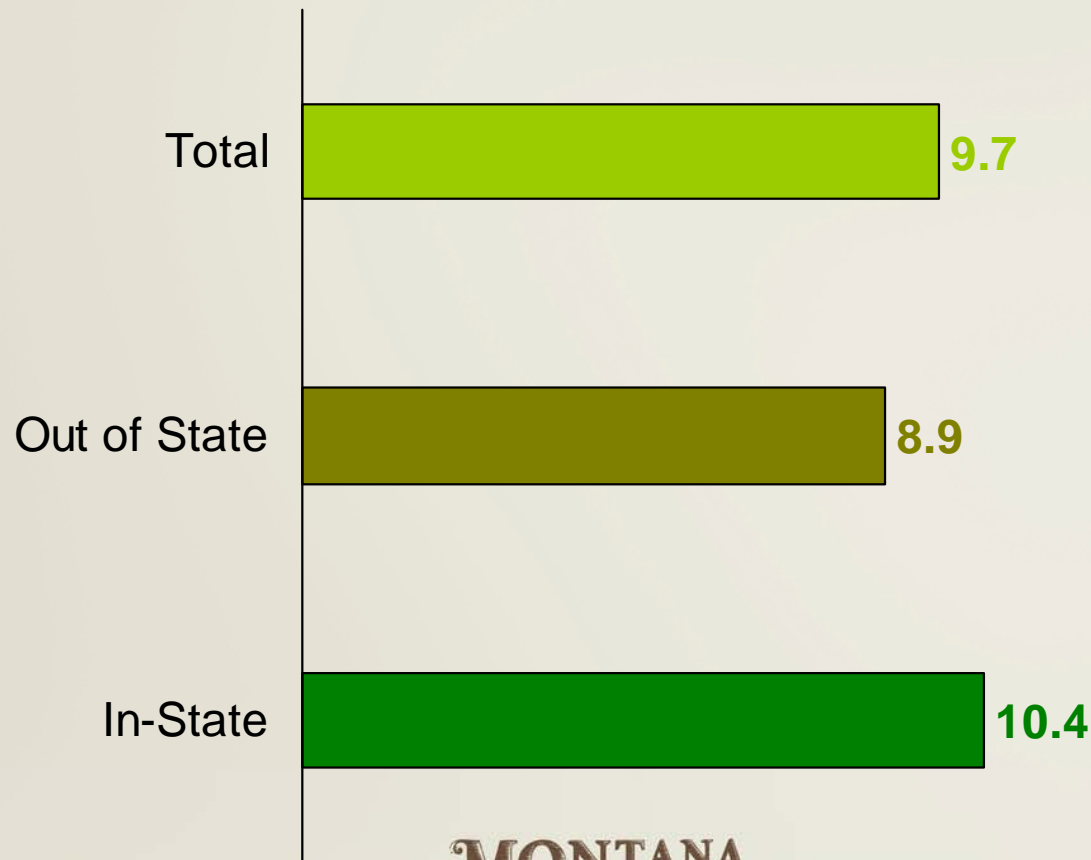
CONVERSION RESULTS

% of Out of State Website Visitors that Traveled, but not to MT



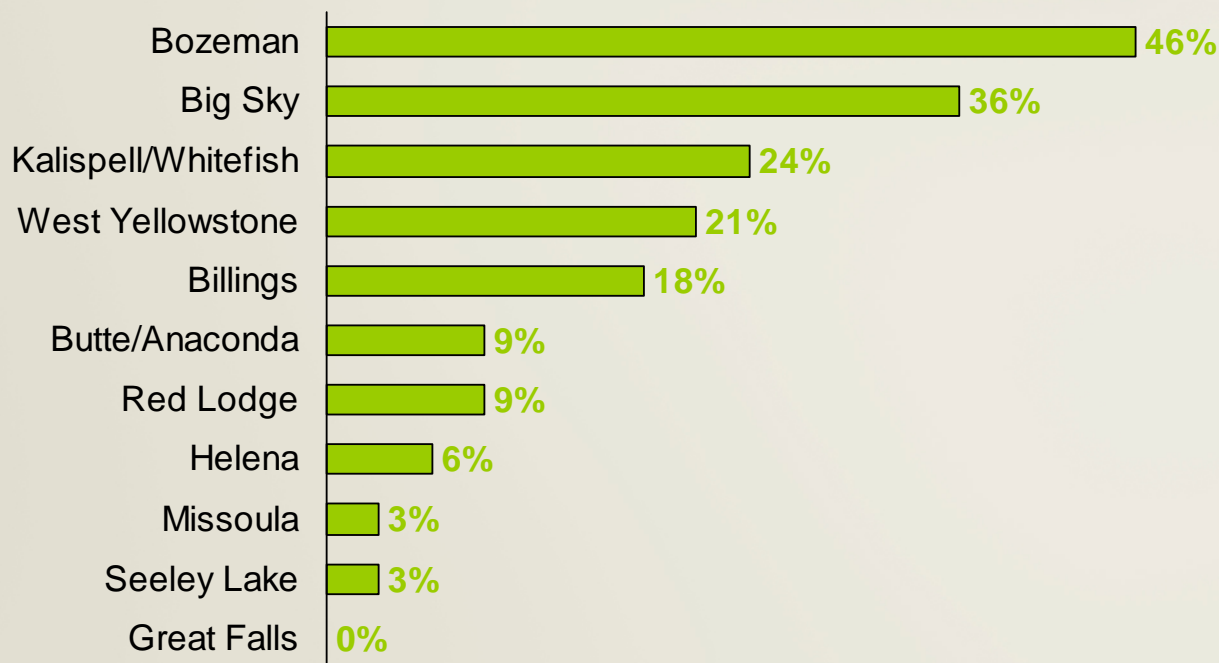
CONVERSION RESULTS

Total number of days spent in MT among Website Visitors who later converted.



CONVERSION RESULTS

% of Out of State website visitors/travelers who took a winter trip in MT





CONVERSION RESULTS

- January and February are peak travel months
- Out of state visitors spend twice as much as in state visitors: \$2,125 vs. \$1,079
- Website facilitated \$37 million of MT Tourism dollars from website visitors during the study period

